Program Description/Textbook or Print Instructional Material

Vendor:__Thomson Learning/South-Western__ Web Address:__www.swep.com_____

Title: ___Business 2000 E-Commerce Module_____

Author: __Oelkers_____ _____ Copyright: __2002_____

ISBN: ____0-538-69881-0_____ Course/Content Area:__Vocational and Career Education;
_____ Marketing Program; E-Commerce_

Intended Grade or Level: __9-12___ Readability Level:_Learner Guide_10.8_(Flesch Kincaid)__

List Price:_370.95_____ Lowest Wholesale Price: __275.00_____

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.

Level of Accomodations (Level One, Two or Three)_____ Level Three_____

If Level Two or Three, please provide rationale for not meeting Level One Compliance__ It is_not financially feasible for our products to meet Level One at this time.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content
- The design, examples, exercises, and photos included in the Business 2000 modules will be appropriate for both the secondary and post secondary markets.
- Internet, business math, international features, vocabulary, and communication activities are incorporated for reinforcement and review.
- Dedicated website provides activities and links for each chapter.

Student Experiences
- Special sections highlight a company and careers it offers to demonstrate various career possibilities.

Assessment
Business 2000: E-Commerce covers topics that are presented in some General Business, Marketing, and Computer Education courses. What E-Commerce is, business-to-business E-Commerce, consumer E-Commerce, the web, and legal and ethical issues are all topics introduced in this text. Vocabulary building, critical thinking exercises, and business math are incorporated; along with technology, career awareness, and ethics features.

Organization

Chapter 1- What is E-Commerce, Chapter 2- Business-to-Business E-Commerce, Chapter 3- Create Your Advertisement, Chapter 4- Behind the Web, Chapter 5- Connecting the DotComs, Chapter 6- Legal and Ethical Issues

<u>Resource Materials</u>
Gratis Items To Be Provided And Under What Conditions

Available Ancillary Materials
E-Commerce Learner Guide (0-538-69880-2)
E-Commerce Learner Guide 25 Pack (0-538-69918-3)

RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

*NOTE: Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate **"not available"** in the space.*

Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing

Title: BUSINESS 2000 E-COMMERCE Module	**Cost: $275.00**

Publisher: Thomson/South-Western

Item Evaluated: Module, Resource CD, ExamView, Video

Copyright Date: 2002	**Evaluator: Jayne Harris**
Content Level: 9-12	**Date of Evaluation July 31, 2003**

Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:
X Recommended by reviewers to State Textbook Commission
☐ Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.

Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing

Title: **BUSINESS 2000 E-COMMERCE**	Publisher **Thomson/South-Western**

Technology Management Summary Data:	20 possible points	_____20_____ points earned

Technology Management Comments: Web site, Teacher Resource CD and ExamView allow flexibility for planning and student learning styles.

Technology Presentation/Interface Summary Data:	40 possible points	_____40_____ points earned

Technology Presentation/Interface Comments: Video is up-to-date and appropriate for high school Web site has additional questions for students

Content Summary Data:	44 possible points	_____38_____ points earned

Content Comments: Content is an overview of the concept of e-commerce. E-commerce role in the various economies was not covered.. Basic employability skills not covered.

Instruction & Management Summary Data	52 possible points	_____52_____points earned

Instruction & Management Comments: Text does not cover creating the site—more of an overview of the concept of e-commerce. Checkpoint questions throughout the chapter to check for student comprehension. Web site available for additional activities. Exam View provides flexibility in creat-

Organization & Structure Summary Data	36 possible points	_____35_____ points earned

Organization & Structure Comments: Key terms are highlighted in chapter. Review questions at end of each section, review of terms, concepts, applications and integration activities found at end of chapters. Workbook format.

Resource Material Summary Data	40 possible points	_____38_____points earned

Resource Material Comments: : Web site has additional quesions, Teacher Resource CD has lesson planner and additional questions, ExamView and Video to accompany text.

Group V - Career /Technical & Vocational/Practical Living
Electronic Instructional Media Review Form
Stand Alone/Independent or Integrated Software for Business

Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)
Windows	Primary	**Individual**	**Stand Alone/Independent**
Macintosh	Intermediate		Integrated
CD-ROM	Middle	**Small Group**	**Supplemental**
DVD	**High**	**Large Group**	In lieu of basal test
Sound			
Other			

If other, explain: video

Cost: Included in Module

___x____single copy	_____site license
_____network version	_____school version
____lab pack of ___ copies	_____online

Type of Software: Check all that apply	_____Simulation	__x___Management	_____Interdisciplinary	_____Problem Solving	____Tutorial
	_____Exploratory	_____Creativity	__x__Drill and Practice	_____Critical Thinking	___x__Utility	___x__Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	4
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments: Web site, Teacher Resource CD and ExamView allow flexibility for planning and student learning styles.	**Total 20**

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	4
Accessible for special needs students.	4
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	4
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	**4**
Comments: Video is up-to-date and appropriate for high school Web site has additional questions for students	**Total 40**

Content—Marketing	Rating
Career Experiences	4
Employability Skills	2
Teamwork	3
Global Perspective	3
Mathematical Skills	4
Communication	4
Diversity	3
Ethical Practices	4
Academic Integration	4
Real World Application	**4**
Content Area Concepts Addressed	3
Comments: Content is an overview of the concept of e-commerce. E-commerce role in the various economies was not covered.. Basic employ-ability skills not covered.	**Total 38**

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Marketing Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	4
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments: Text does not cover creating the site—more of an overview of the concept of e-commerce. Checkpoint questions throughout the chapter to check for student comprehension. Web site available for additional activities. Exam View provides flexibility in creating print or on-line tests.	**Total 52**

Rating Scale:		3 – Some potential for learning	1 - Not present
4 – High potential for learning		2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	4
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	3
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments: Key terms are highlighted in chapter. Review questions at end of each section, review of terms, concepts, applications and integration activities found at end of chapters.	**Total 35**

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	4
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	4
Integration opportunities suggested and examples given.	4
Teacher resources are available online.	4
Online resources available – Repeat of information in text.	3
Online resources available – Practice skills only.	3
Online resources available – New application materials.	4
Comments: Web site has additional quesions, Teacher Resource CD has lesson planner and additional questions, ExamView and Video to accompany text.	**Total 38**

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable